

Amendment B

In the claims:

1-12. (cancelled).

13. (currently amended) A display for supporting and displaying golf clubs, the display comprising:

a support member;

a cradle;

the cradle comprising two arms;

the two arms being separated from one another by a first trough on a first side of the cradle;

the two arms being separated from one another by a second trough on a second side of the cradle;

the cradle being movable between a first orientation and a second orientation relative to the support member;

the cradle configured for supporting and displaying a golf club, with a shaft of the golf club extending downwardly from the cradle, and with a head of the golf club resting against the first side of the cradle when the cradle is in the first orientation and against the second side of the cradle when the cradle is in the second orientation;

a first one of the two arms comprising a first uppermost portion on said first side of the cradle;

a second one of the two arms comprising a second uppermost portion on said first side of the cradle;

the first trough comprising a lowermost portion;

a first projection being a projection on a horizontal plane of straight line through the first uppermost portion and the lowermost portion;

a second projection being a projection on the horizontal plane of a straight line through the second uppermost portion and the lowermost portion;

wherein said first and second projections intersect at an angle greater than 0° and less than 180°.

14. (previously presented) The display as in claim 13, the two arms being mirror images of each other.

15. (previously presented) The display as in claim 13, the first and second sides of the cradle being mirror images of each other.

16. (previously presented) The display as in claim 13, the first side of the cradle being configured for supporting a right-handed golf club;

the second side of the cradle being configured for supporting a left-handed golf club.

17. (previously presented) The display as in claim 13, at least one of the first and second sides of the cradle further comprising an intermediate peak between the two arms.

18. (previously presented) The display as in claim 13, at least one of the two arms comprising a plurality of ribs extending from a spine.

19. (previously presented) The display as in claim 18, the ribs being generally transverse to the spine.

20. (previously presented) The display as in claim 13, the support member comprising a rod;  
the rod being received through a bore in the cradle;  
the cradle being pivotable about the rod for switching between the first and second orientations.

21. (currently amended) ~~The display as in claim 13,~~ A display for supporting and displaying golf clubs, the display comprising:

a support member;

a cradle;

the cradle comprising two arms;

the two arms being separated from one another by a first trough on a first side of the cradle;

the two arms being separated from one another by a second trough on a second side of the cradle;

the cradle being movable between a first orientation and a second orientation relative to the support member;

the cradle configured for supporting and displaying a golf club, with a shaft of the golf club extending downwardly from the cradle, and with a head of the golf club resting against the first side of the cradle when the cradle is in the first orientation and against the second side of the cradle when the cradle is in the second orientation;

the cradle being pivotable about the support member for switching between the first and second orientations;

a first one of the two arms comprising a first stopping surface on the first side of the cradle for inhibiting over-rotation of the cradle about the support member when the cradle is in the second orientation;

the first one of the two arms comprising a second stopping surface on the second side of the cradle for inhibiting over-rotation of the cradle about the support member when the cradle is in the first orientation.

22. (previously presented) The display as in claim 13, the display further comprising:

a plurality of cradles;

each of the plurality of cradles being mounted to the support member.

23. (previously presented) The display as in claim 22,  
the support member comprising a rod;  
each of the plurality of cradles being mounted to the  
rod.

24. (previously presented) The display as in claim 23,  
each of the plurality of cradles being pivotable about the rod  
independent of the other cradles of the plurality of cradles.

25. (previously presented) The display as in claim 13,  
the two arms being curved on each of the first and second sides  
on the cradle.

26. (canceled)

27. (currently amended) The display as in claim 13 ~~[[26]]~~,  
the first and second projections intersecting at an angle between  
about 90° and about 120°.

28. (previously presented) The display as in claim 13,  
the display further comprising:

a bracket;

the support member being mounted on the bracket;

the bracket mountable on a structural member.

29. (previously presented) The display as in claim 28,  
the display further comprising:

a plurality of support members;

each of the plurality of support members being mounted  
on the bracket.

30-31. (canceled)

32. (new) The display as in claim 21, the first and  
second sides of the cradle being mirror images of each other.

33. (new) The display as in claim 21, at least one of  
the first and second sides of the cradle further comprising an  
intermediate peak between the two arms.

34. (new) The display as in claim 21, at least one of  
the two arms comprising a plurality of ribs extending from a  
spine.

35. (new) The display as in claim 21, the display  
further comprising:

a plurality of cradles;

each of the plurality of cradles being pivotable about  
the support member independent of the other cradles of the  
plurality of cradles.